

**Visioning Advisory Committee (VAC) Minutes  
City of Beaverton  
October 6, 2010**

**Members Present:**

Jennifer Browning	Kevin Hoover
Rhonda Coakley	Jerry Jones
Mark Fagin	Jeff Lancaster
Jolene Guptill	Christine Lau
Jaann Hoisington	

**Absences:** Kevin Frazier, Melissa Meyer

**Council Liaison:** Councilor Cathy Stanton

**Project Team:** Holly Thompson & Erin Gordenier, City of Beaverton

**Guests:** Councilor Marc San Soucie

**Meeting called to order by Chair Mark Fagin at 7:02 PM.**

**1. Welcome**

The September 2010 VAC minutes were approved, with one correction regarding the official adoption date of the Beaverton Community Vision action plan (see #2). The minutes will be updated to reflect the correct information.

**2. Action Plan Update**

The Beaverton Community Vision action plan was adopted by the City Council on September 13, 2010, but one councilor noticed that they had approved an older version of the action plan (117 actions instead of 118). The Council chose to readopt the final version of the plan on September 20, 2010.

The project team are having bound copies of the final plan printed.

**3. Open House Debrief**

VAC members generally agreed that the September 11 open house was a success. The VAC shared feedback from the event. Jolene Guptill and Christine Lau said that most people they spoke with at the open house had heard of Beaverton Community Vision and seemed favorable toward it. Mark Fagin said that the participating local businesses needed more space. Jaann asked if there would be an article in *Your City*. Mark said that this is good publicity for BCV and gave good feedback to the civic plan and BURA.

Jolene said that people asked when we were going to do it again. Holly said that this is intended to be an annual event and we want VAC feedback so that we can improve in the future. Jolene also said that we need more volunteers to take care of logistics so that VAC members can be available to talk to the public about visioning instead of being busy working at the booths. Rhonda suggested that other boards and commissions could volunteer, and Jolene suggested NAC volunteers, too. Holly said that this is one of the first events the city has held at City Park on a Saturday in conjunction with the Beaverton Farmers Market.

**4. Partner Recruitment**

Mark Fagin reported that the Beaverton Recruitment Action Team (BRAT) would meet on Monday, October 11, to discuss partner recruitment presentations. VAC members reviewed a calendar of upcoming presentations, documents for recruitment, and a sorted version of all actions by topic key.

## **5. VAC Recruitment**

The deadline for applying for the VAC—or reapplying, in the case of VAC members whose terms are up in December—is October 8. We have two openings, as there were two resignations this year (Rick Yates and Mike Ewing), and four members’ terms end in December.

Jerry asked about bringing in other partners, as we discussed doing in the future. Mark said that we still have a lot of work to do as a group without modifying the structure of the VAC too much, and Jaann pointed out that if we add partners from other community organizations, it would be different for them to show up at community events as visioning volunteers.

## **6. Downtown Update**

Holly reported that Beaverton would host two open houses on the Oregon Main Street Program on October 13. The city has recently been accepted at the “exploring” level of the program, and local downtown business owners, property owners, residents, etc., have been invited to participate. Among other support, Mayor Doyle has authorized \$15,000 in seed money to get the program started in Beaverton. Interested individuals or groups will submit grant applications to implement ideas to improve downtown Beaverton.

## **7. VAC Actions**

Mark Fagin introduced the idea of the VAC adopting one or more actions from the action plan. He suggested that subcommittees of VAC members who are passionate about a particular action might form and adopt it as a lead partner, instead of the entire VAC taking on actions together.

Holly started the discussion with two suggestions: #4, involving people in community decision-making; and #89, making community information easy to get.

Councilor Stanton suggested that the VAC could take on the role of reviewing all City documents, and that it’s important for the VAC to be involved in holding the civic plan true to visioning as it moves forward. Mark pointed out that the civic plan has not adopted any actions, so at this time there’s no formal relationship to coordinate with visioning.

Councilor Stanton also said that BURA is trying to keep looking to the visioning material instead of going off in a different direction for urban renewal. The VAC has a strong role to play, in addition to finding partners, to help the city stay true to the vision.

Mark reminded everyone that he’s on the steering committee for the civic plan, and VAC members should let him know if they have concerns or note inconsistencies from visioning. Jerry added that that is true for any other city initiatives, and it’s important for VAC members to represent visioning at city events, plans, meetings, etc.

Jolene said that it seems like the VAC is passionate about making sure the community’s vision is part of everything the city does.

Councilor San Soucie said that all implementation partners will find new ideas, challenges, changes, etc., as they work to implement their actions, and it’s not just about consistency with the language in the action plan, but about the intent of the plan.

Holly said that it doesn’t matter so much which department or group at the city implements things, because the public sees us as *one* city/organization and not as different departments. Actions adopted by various city departments will just say “City of Beaverton” in the plan.

Jerry moved to form a subcommittee to discuss and choose actions to bring back to the VAC for voting. Jennifer said that we should have one or more ongoing actions, and one or more short-term actions. Jolene, Mark, Jennifer, and Kevin Frazier volunteered for the subcommittee. Kevin asked if it would be possible to meet virtually. Holly and Erin agreed that this is possible.

#### **8. VAC and Staff Updates**

Holly shared that the City of Beaverton now has a social media policy and a Facebook page. You can “friend” the city and get information through that venue. The soon-to-be-hired public information manager is expected to roll out other new social media.

Kevin Hoover suggested that we have a social “non-city-hall” event for the VAC, and other members agreed. We’ll try to do something by the end of the year.

Rhonda Coakley shared a “two-minute survey” she handed out at her NAC meeting to see what people are interested in.

Jerry Jones will serve as the recorder at the November VAC meeting.

Councilor Stanton reminded VAC members about the city’s Voters’ Forum on October 14.

#### **9. Public Comment**

None.

**Meeting adjourned at 8:42 PM.**

**Next Meeting:** Wednesday, November 3, 2010, 7 PM. Beaverton City Hall, 3<sup>rd</sup> floor conference room.

*Minutes will be approved at next VAC meeting.*